

*Prod.  
Coordinating  
Evaluating*

DCI/IC 74-0543

11 February 1974

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MEMORANDUM FOR:

SUBJECT: Factors in the Evaluation of Intelligence

1. There are many factors which bear on evaluating information, particularly intelligence information. Some of these factors are:

a. The set of circumstances which surround the piece of information (e.g., during a crisis or tension period when a normally insignificant piece of intelligence suddenly becomes critical).

b. Convergence of the piece of intelligence with other relevant intelligence making the whole greater than the sum of the parts.

c. The degree of precision required. (Must the range of a Soviet aircraft be known to within 50 nm, 100 nm, 500 nm? There is an aspect of marginal utility of the degree of precision. Also the costs of gaining precision might be exponential.) The degree of desired precision and specificity must be reflected in the question (KIQ).

d. The probability requirement of the answer. (Is a 50% probability statement sufficient, or 70% or 90%?)

e. Timeliness of the answer. All information has a "half-life". This phenomena is obvious in crisis situations. Post-mortem information, however, continues to have a value if applied to future situations.

f. The variable value of information to various users.

g. Information which has a negative value (disinformation, deception, noise, irrelevance, etc.)

2. The above factors become more apparent if one asks of a KIQ "what would be a 'perfect intelligence' answer to this question?" which is not the same as asking "what would be an acceptable (to whom?) answer?"

3. These factors will also become more apparent when applied to specific cases.

Signed

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cc:

[Redacted]

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